



Challenge

- Due to the expansion of their business, LINKBYNET began looking for an additional means for prospecting.
- They offer 4 main services (Managed & Cloud Services, Consulting, Security and Software).
- This meant a need to target numerous industries and prospects, in order to find leads in high quantity and quality.



Solution

- Sales Navigator allows LINKBYNET to target their prospects in a more timely and more efficient manner.
- The insights they receive via Sales Navigator gives them the ability to add value to their existing customer base while opening up opportunities with new prospects.
- Their sales team realized very quickly just how powerful and useful Sales Navigator could be.



Results

2X

Having launched the modern selling program with workshops and introducing KPI's, Sales Navigator adoption doubled.



"With an international sales team, our business was looking for a tool that allowed our reps to prospect strategically."

Sabrine Keched | Digital Marketing Specialist, LINKBYNET